

EXHIBIT 15

MAO DECLARATION ISO PLAINTIFFS' MOTION FOR CLASS CERTIFICATION

PUBLIC REDACTED VERSION



Privacy & Settings

App Measurement Overview for Kishore GPL/PM



Oct 2019

■cteng, ■braendle, ■vpopa

Agenda

Topic	Minutes	Clock
Intros / Apps Overview	5	:00
SDK	15	:05
[REDACTED]	5	:20
EVCs	10	:25
[REDACTED] (MTA/DDA)	5	:35
Incrementality	10	:40
GA Smart Data	5	:50
Wrap Up / Action Items	5	:55

Google

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How are App Campaigns different?

Smart Bidding	Conversions are used not just for campaign measurement, but also as an objective for optimization.
Interaction Types	Three different types of ad interactions (CTCs, EVCs, VTCs), with CTCs and EVCs being measured differently but being reported indistinguishably.
AAP Ecosystem	Most conversion tracking takes place via certified 3P partners, via API rather than tracking pixels.
Installs vs In-app events	Different conversion events where to take credit for an in-app actions, we must also have gotten credit for the install. Potentially separated by significant time.

Google

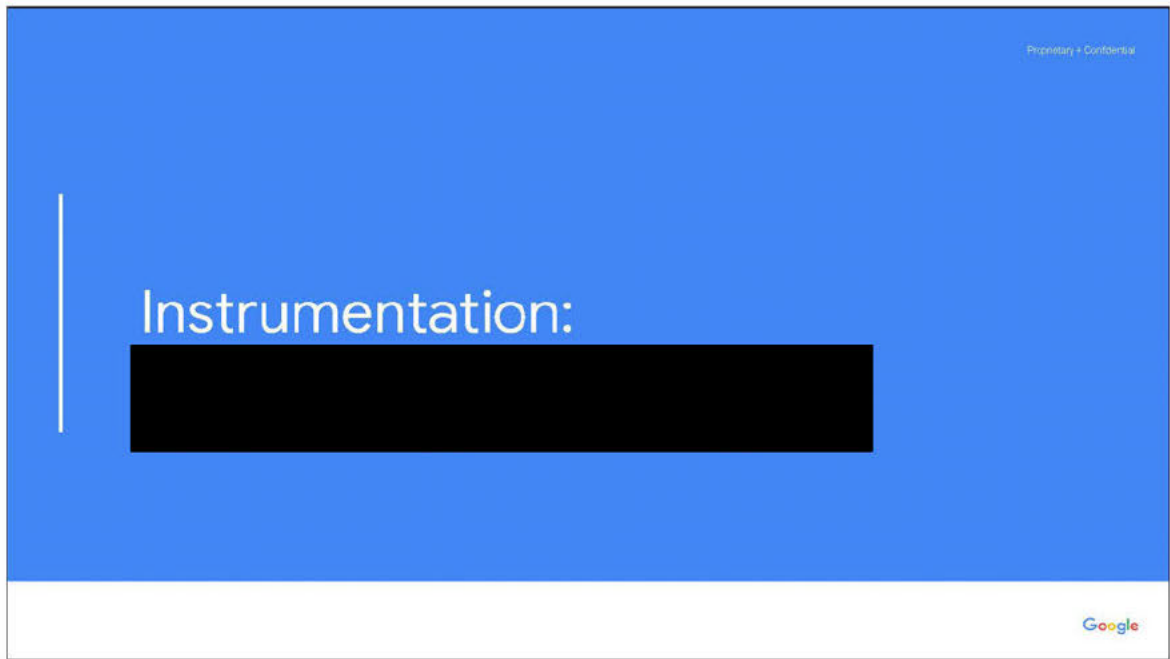
This is something new that we need to address, because app campaigns present new challenges, with conversion windows not just being a measurement feature, new types of ad interactions, and conditional attribution for conversion events.

App Measurement Lifecycle

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Instrumentation	Metrics	Decisions
Tracking and Data Capture	Define Rules and Attribution	Evaluate and Act
Projects		
[REDACTED]	<ul style="list-style-type: none"> EVCs Conversion Windows 	<ul style="list-style-type: none"> Incrementality GA Smart Data

Google



What are we doing?

Why do we need an SDK strategy?

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GA4F SDK solves for most of the above:

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Commercialization strategy:

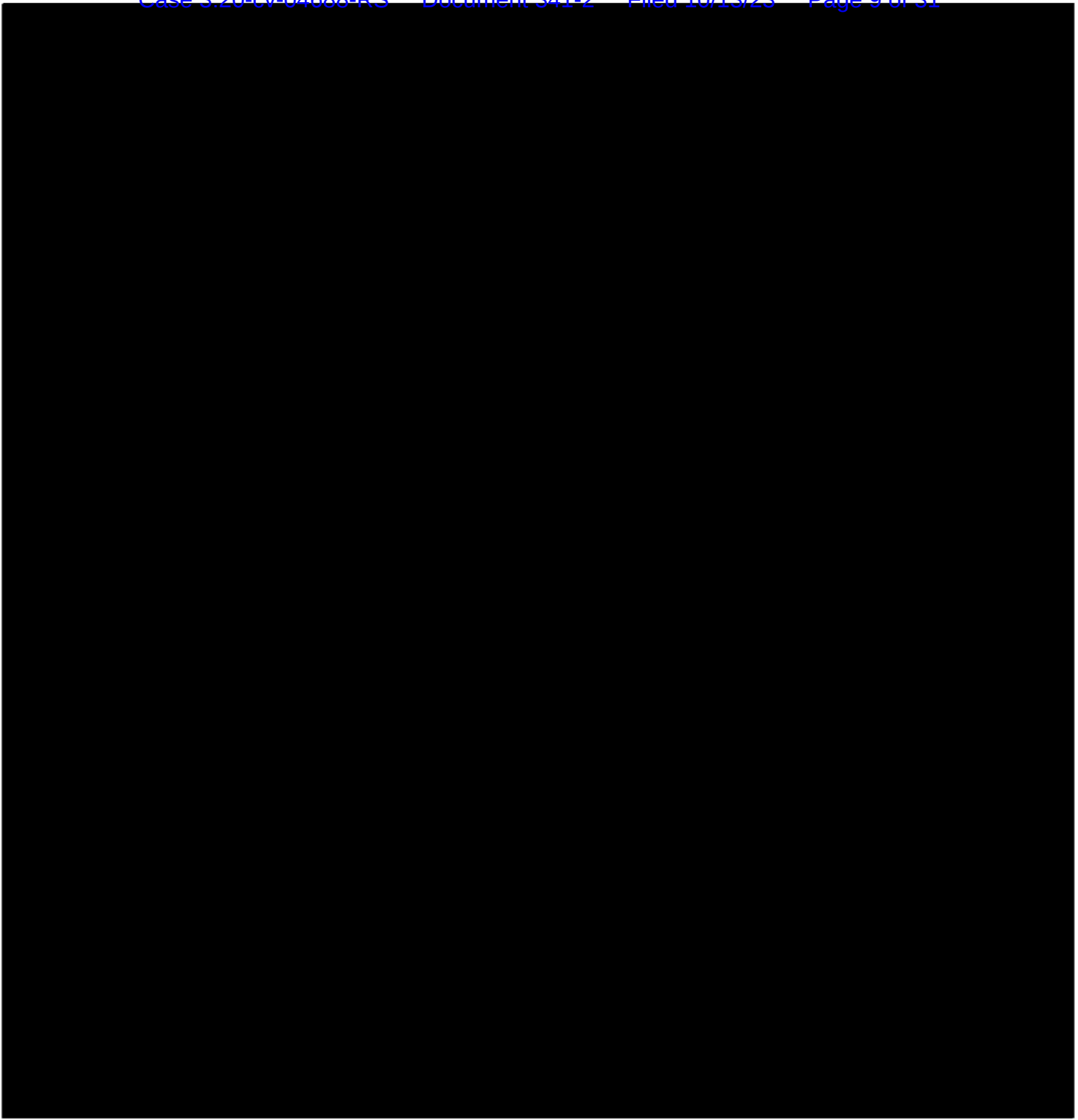
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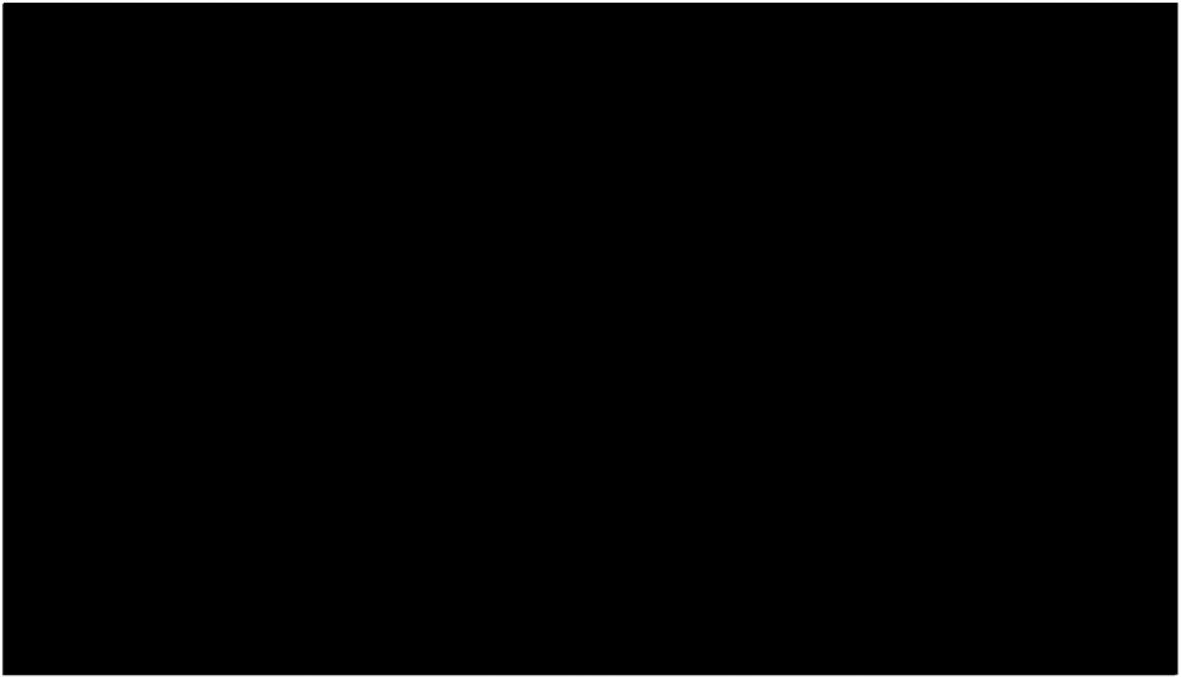
Google

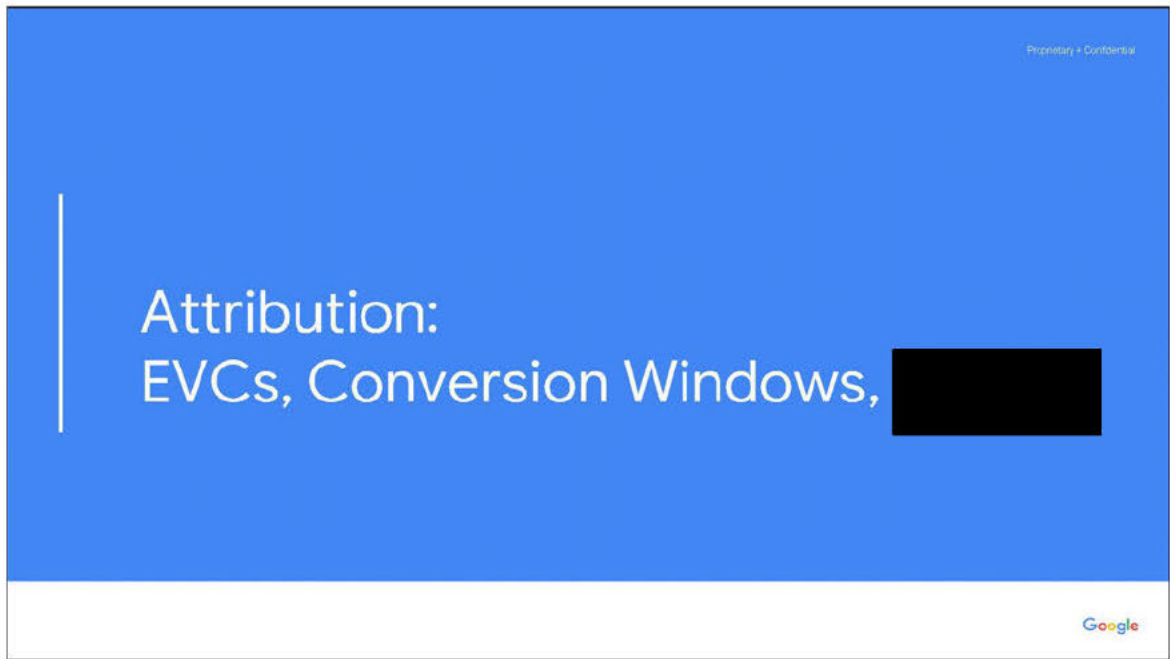
Asks

- **Status of Current Work:** Ongoing. Top priority clients being handled by
- **Ask for Kishore's Team:**
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Google










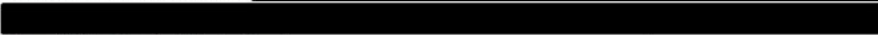


EVCs: Engaged Views and Conversion Windows

- **Description of Topic:** We count video engagements as click equivalent. Advertisers have [REDACTED]
- **Status of Current Work:** [REDACTED]
- **Benefit to Rest of Ads Org** [REDACTED]
- **Ask for Kishore's Team:** [REDACTED]

Google

Cross-Campaign Attribution (DDA/MTA)

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- **Description of Topic:** Now that apps will have multiple campaign types, (installs/ engagement/ pre-registration), cross-campaign attribution is needed. 

- **Status of Current Work:** 

- **Benefit to Rest of Ads Org:** 
- **Ask for Kishore's Team:**
 - 

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Evaluation and Actionability: Incrementality and Smart Data

Google

Incrementality: Conversion Lift for App Campaigns

Privacy & Contain

- **Description of Topic:** [REDACTED]
- **Status of Current Work:** [REDACTED]
- **Benefit to Rest of Ads Org:** [REDACTED]
- **Ask for Kishore's Team:**
 - [REDACTED]
 - [REDACTED]

Google

GA4F Smart Data

Privacy & Controlling

- **Description of Topic:** Using GA App + Web predictions to optimize Ads. [REDACTED]
- **Status of Current Work:** [REDACTED]
- **Benefit to Rest of Ads Org** [REDACTED]
- **Ask for Kishore's David's Team:** [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]



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Wrap-Up Notes / Als

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- **AI [SDK]:** Vlad to send Kishore 1-paragraph on [REDACTED]
- **AI [iDog]:** David and Kishore [REDACTED]
- **AI [EVCs]:** Kishore to loop David in on doc with Sissie and Nicky, regarding consistency in attribution principles, for different marketing objectives (regarding Apps EVCs)
- **AI [EVCs]:** Chris to keep Kishore looped in on EVCs ACM as FYI. (Nicky leading ACM effort from PM side)
 - [REDACTED]

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Appendix

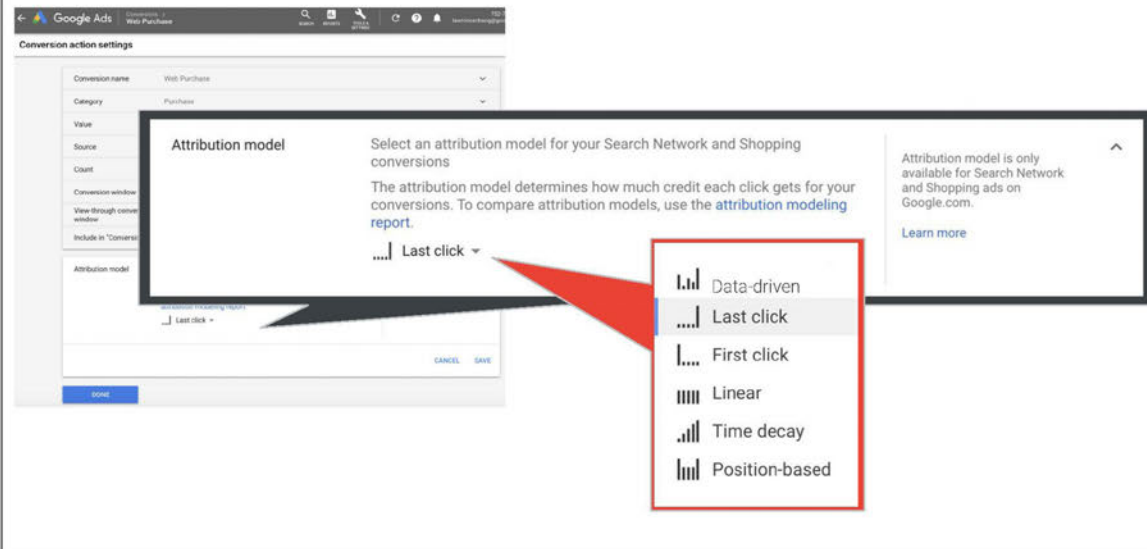


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Guiding Principles

- **Accuracy and fairness, always.** Core measurement principle.
- **Minimize cannibalization.** While some cannibalization should be expected between our existing and growing businesses, ideally we [REDACTED]
- **Advertiser happiness.**
 - [REDACTED]
 - [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

“Conversion Actions” for websites allow advertisers to edit Attribution model



(1) Propose that "Conversion Actions" for Apps also allow advertisers to edit the Attribution model for ACi Post Install Events

Google Ads | Conversions | In-App Purchase

Conversion action settings

Conversion name	In-App Purchase
Category	Purchase
Mobile platform	Android
Mobile app	Search & Discover
Value	Use different values
Source	Google Play
Count	Every conversion
Conversion window	90 days
View-through conversion window	1 day
Include in "Conversions"	Yes
Attribution model	Last click

CONF

CURRENT: Not editable

Attribution model
Not editable

Last click

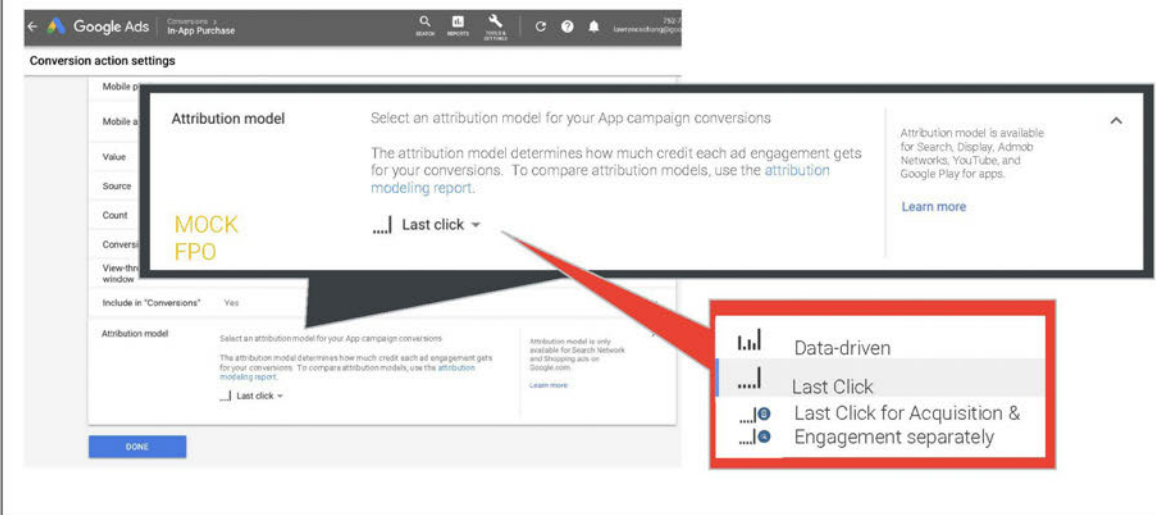
PROPOSED: Allow editing

Attribution model

Last click

P0

(2a) Attribution model for Apps includes option for “Last Click for Acquisition & Engagement separately” and “Data-driven” models



P0

Segments by all campaign types

Exec Summary - Apps Incrementality

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Context:

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Results / Takeaways:

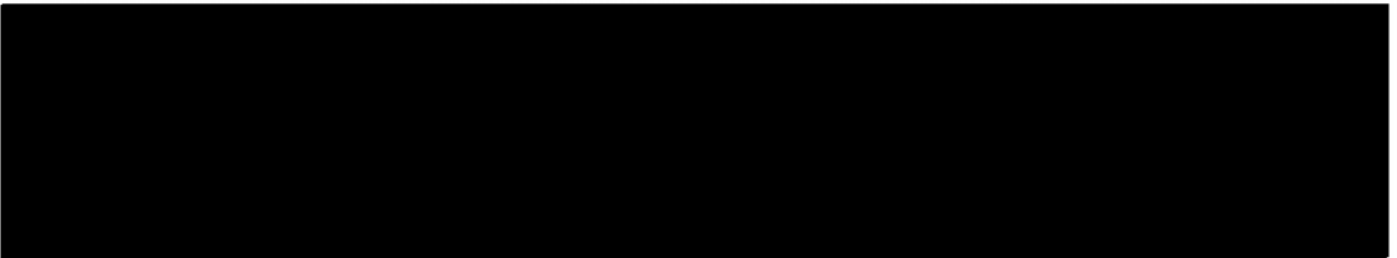
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Next steps / Open questions for Jason/Karen/P-Steering:

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Google





EVC Purpose: Align Measurement with Incremental Value

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How they count conversions

Click-through Conversions

Click-through conversions can be measured by using a first party tagging solution but further restrictions are coming to market

View-through Conversions

Conversions that rely on 3P cookies, like view-through and cross-device conversions, can't be measured in all browsers

How they value conversions

Attribution

Traffic from browsers with ITP/ETP enabled may be undervalued in attribution measurement, especially display & video media.

Incrementality

Incrementality tests that rely on view based metrics such as Conversion Lift and Search Lift do not work in all browsers

What is an EVC? A video engagement conversion; a conversion type considered as a click-equivalent such that users demonstrate intent by watching a video for 10s before converting.

Background
Pre-Read



EVCs were introduced to increase video valuations

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Needed because videos generate few clicks: EVCs are counted as click-equivalent

Video engagement conversion (EVCs) were introduced to help advertisers **better assess the value** of their video campaigns on Google and more closely **align with their marketing objectives**.

Arriving at EVCs

- + **10s signals clear user intent**

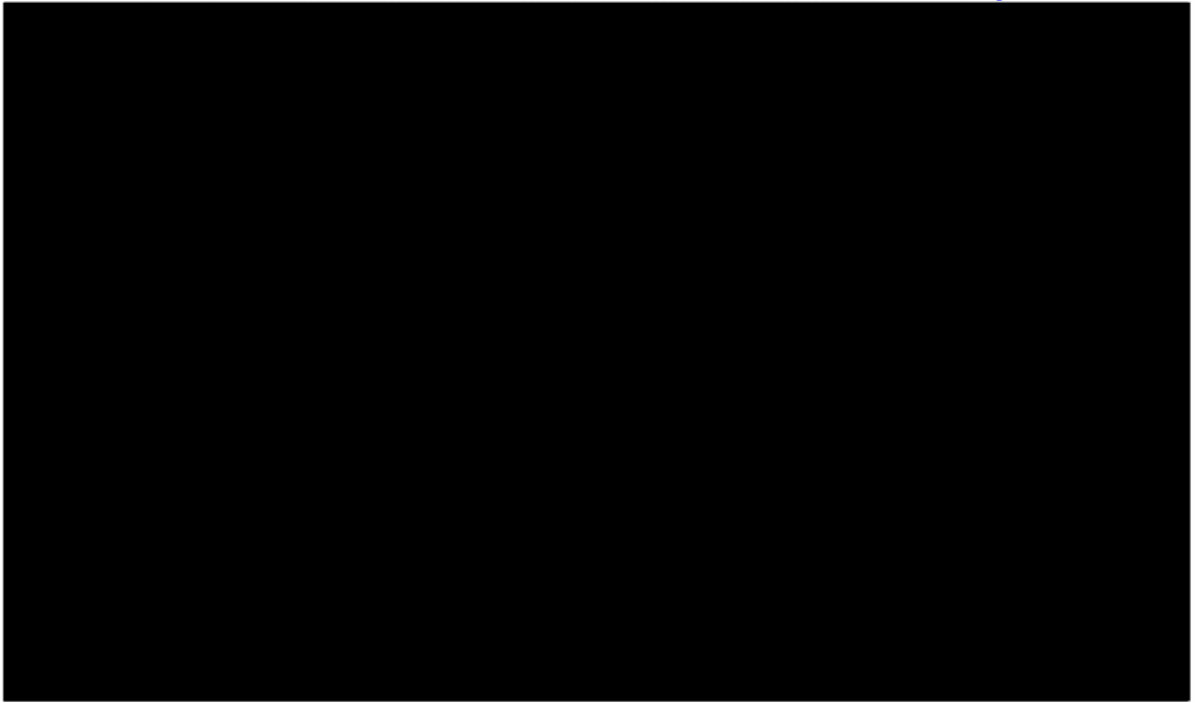
We see that if a user were going to skip, they would have done so by 10s

- + **Alignment with incrementality**

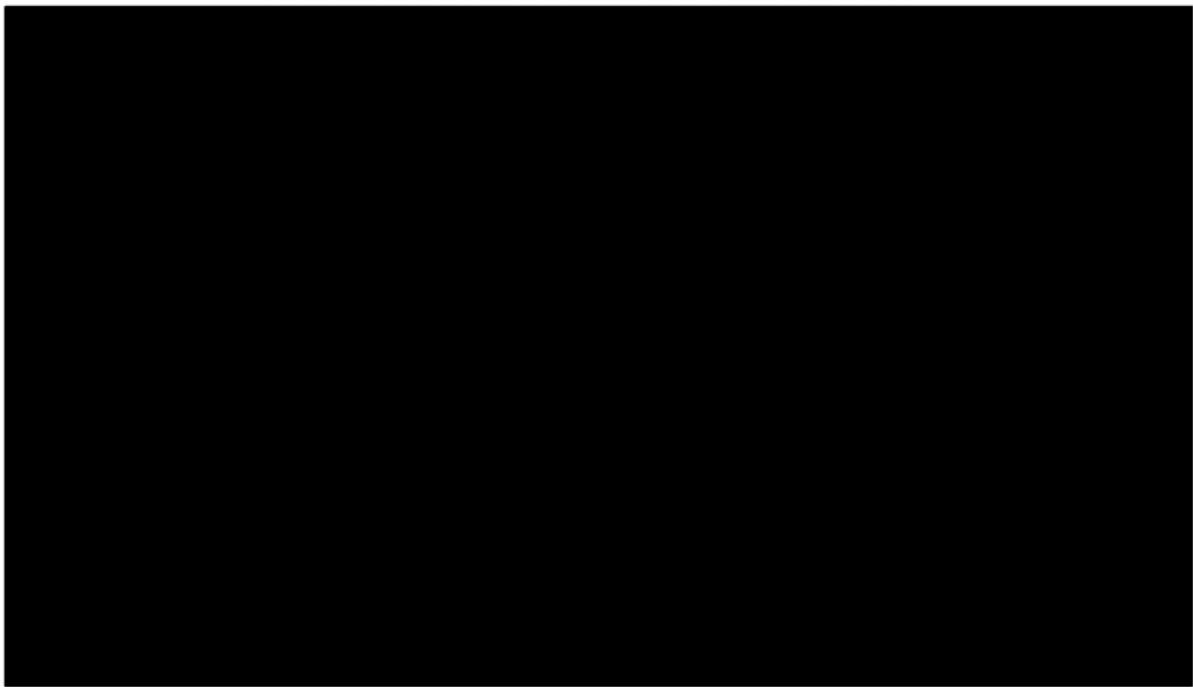
We did a large scale incrementality test to understand conversion windows that best aligned with causal conversions

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What are EVCs and why were they introduced?



How were EVCs received in the market and why is this important?



Needs to align with giving more quality conversions to advertisers. They should see better long term impact as a result of aligning to incrementality.

Network allocation question is separate from the advertiser value question.

Topic

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- Description of Topic:
- Status of Current Work:
- Benefit to Rest of Ads Org:
- Ask for Kishore's Team:

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